
Application Ref: NP/13/0532

Application Type	Advert
Grid Ref:	SN13562927
Applicant	PCNPA
Agent	Miss J Simpson, PCNPA
Proposal	Interpretation Panel
Site Location	Gate post of metal kissing gate leading to, Gors Fawr Stone Circle, Mynachlogddu, Pembrokeshire
Case Officer	Matt Dash

Summary

This application seeks advertisement consent for the erection of an interpretation panel sign to be positioned onto a timber gate post that adjoins a metal kissing gate, adjacent to a highway, that leads on to Gors Fawr Stone Circle within Pembrokeshire Coast National Park. The proposal is not considered to have a detrimental impact upon the amenity or Special Qualities of the national park or public safety, due to its scale, design and siting. The application is therefore considered to comply with the relevant policies of the LDP and as such is recommended for approval.

The application has been referred to the Development Management Committee due to the applicant being the Pembrokeshire Coast National Park Authority.

Consultee Response

PCNPA Access Officer - No adverse comments

CADW - Protection & Policy: No objection - The erection of this small interpretation panel will have no significant impact on the setting of this Scheduled Ancient Monument.

PCC - Transportation & Environment: No objection

Mynachlogddu Community Council – No response received at time of writing this report.

Public Response

The application was advertised by site notice displayed at the site on 10th December 2013. No letters have been received from third parties.

Policies considered

Please note that these policies can be viewed on the Policies page Pembrokeshire Coast National Park website - <http://www.pembrokeshirecoast.org.uk/default.asp?PID=549>

LDP Policy 01 - National Park Purposes and Duty

LDP Policy 07 - Countryside

LDP Policy 08 - Special Qualities
LDP Policy 15 - Conservation of the Pembrokeshire Coast National Park
LDP Policy 29 - Sustainable Design
LDP Policy 30 - Amenity
PPW5 Chapter 04 - Planning for Sustainability
PPW5 Chapter 06 - Conserving the Historic Environment
SPG03 - Loss of Hotels and Guesthouses
SPG08 - Affordable Housing
TAN 07 - Outdoor Advertisement Control
TAN 12 - Design

Officer's Appraisal

Background and Description

The application site is located along the metalled B Road linking Llandre and Mynachlogddu on the eastern edge of common land that leads up to the Preseli mountains. To the east of the gate is the ancient stone circle of Gors Fawr. Adjacent to the road on the eastern side is a wire fence with timber posts, with access onto the common land. There is a vehicular and pedestrian access consisting of a timber gate and a metal kissing gate. To the north of the access is a timber finger post sign indicating the direction of the public right of way across the common land, and a large stone set on the ground with a sign for Cors Fawr Stone circle attached.

Constraints

- Special Area of Conservation – within 500m
- Site of Special Scientific Interest – within 50m
- Historic Landscape
- Safeguarding Zone
- Rights of Way Inland – within 50m
- Hazardous Zones
- Recreation Character Areas

Relevant Planning History

No relevant planning history

Current Proposal

This is an application made under the Town and Country Planning (Control of Advertisements) Regulations 1992 (as amended) for the erection of 1 x non-illuminated interpretation panel sign onto a timber gate post adjacent to a metal kissing gate and timber finger post directing the public to the Gors Fawr Stone Circle and onto the public right of way that leads north west within the Pembrokeshire Coast National Park.

The Origins project is part of the 'Makers of Wales' prehistoric strand of the Cadw pan-Wales interpretation plan. The funding comes from the Welsh Government's Heritage Tourism Project, which is backed with European funding. The project aims to maximise the economic value of heritage through increasing the volume, length and value of visits to Wales, linking themes of Welsh heritage at national, regional and local levels. The project will also make sure that Wales's outstanding heritage is more accessible and enjoyable to visit – for those who live in Wales and for visitors. The funding will support the following PCNPA project:

- To enhance the site at Castell Henllys including developing it as a regional hub for the origins and prehistory of Wales.
- The upgrading of the Castell Henllys site, together with directional signs and interpretation panels all form part of this project.

In addition, the project is proposing the installation of interpretation panels/signs at various prehistory satellite sites throughout the North of the County within the National Park.

The proposed sign will measure 90mm x 230mm and be constructed of Di-bond aluminium and plastic composite. The maximum height of lettering will be 7mm, with predominant colouring to be a dark brown background, white text and the orange and blue 'Origins' icon. It is proposed to fix the sign to the timber gate post to the left of the access leading onto the common land, at a height of 770mm from the lowest part of the sign to the ground.

The contents of the proposed sign will inform readers in both Welsh and English of historic information related to the landscape around them, as well as containing two QR (Quick Response) digital barcodes to be used in conjunction with smartphones.

Key Issues

The main issues to be considered in this case are:-

- Amenity
- Public safety

Amenity

Paragraph 3.5.2 of Planning Policy Wales (PPW) notes that:-

"The test in considering an advertisement's impact on amenity is whether it will adversely affect the appearance of the building, or of the immediate neighbourhood, where it is to be displayed. Local planning authorities should therefore consider the local characteristics of the neighbourhood, including its scenic, historic, architectural or cultural features. Because assessment of these factors may appear to involve some subjective judgement, authorities

should be consistent in their assessment of visual impact in similar or comparable neighbourhoods or surroundings."

Technical Advice Note 7 - Outdoor Advertisement Control offers specific advice in the case of National Parks advising that close scrutiny of applications for advertisement consent is required. Paragraph 19 states:-

"In National Parks, Areas of Outstanding Natural Beauty and conservation areas, stricter controls usually apply to the display of advertisements which do not require the local planning authority's express consent. Applications for express consent also need to be closely scrutinised to ensure that the proposals do not compromise the aims of an area's designation."

Policy 8 of the LDP refers to the Special Qualities of the National Park and lists priorities to ensure that these qualities will be protected and enhanced. Criterion 'a' of Policy 15 and criterion 'd' of Policy 30 of the LDP seek to resist development that would cause significant visual intrusion. Policy 29 of the LDP seeks to ensure the sustainable design of all new development within the National Park, listing key requirements which developments will be assessed against.

The scale of the proposed sign at 90mm x 230mm is relatively modest and does not project beyond the width or height of the gate post. In terms of design, the proposal will contain muted colours, and is non-illuminated. It is not in a prominent position, situated on the gate post, 770mm above the ground and in the countryside. It will not appear visually intrusive as it will only be visible briefly when the public drive past from the north along the highway, or when the public wish to use the kissing gate to access the public right of way or see the Gors Fawr Stone Circle.

The proposal is therefore considered to be acceptable in terms of amenity as the design, scale and positioning will not be visually intrusive and will protect the Special Qualities of the National Park.

Public Safety

On the issue of public safety PPW states in paragraph 3.5.1:-

"The control regime does not enable the authority to regulate the subject-matter of any advertisement. The test in assessing an advertisement's impact on public safety is whether the advertisement itself, or the exact location proposed for its display, is likely to be so distracting or confusing that it creates a hazard to, or endangers, people in the vicinity who are taking reasonable care for their own and others' safety."

Pembrokeshire County Councils Highways Department has been consulted to assess the proposals impact on the adjacent highway, though no objections were raised.

The application is therefore considered acceptable in terms of public safety.

Conclusion

The proposed sign is considered to be acceptable in terms of public safety and amenity, in that it will not be visually intrusive due to its scale, siting and design, or hazardous by distracting or confusing members of the public. It therefore complies with the relevant policies of the LDP and as such is recommended for approval.

Recommendation:

The application be approved subject to conditions relating to the 5 year time limit, compliance with plans, maintaining the advertisements in a clean, tidy and safe condition, and their removal to the satisfaction of the LPA on the expiry of the 5 year permission applicable to all advertisement consents.

NP 13 5 32 Item 6k)

Origins Satellite Sites

Gors Fawr

Compiled by TJ on 2 October 2013

Scale 1:2500



90mm



Cylch Cerrig Gors Fawr Stone Circle

O'ch blaen mae cylch cerrig a
adeiladwyd dros 4000 o
flynyddoedd yn ôl. Ar y gorwel,
gallwch weld clegyrau Carn
Menyn. Pwy oedd yn defnyddio'r
cylch hwn a beth oedden nhw'n ei
wneud yma?

Ahead is a stone circle built over
4000 years ago. On the horizon
you can see the crags of Carn
Menyn. Who used this circle and
what did they do here?

Grid ref SN123456

Mae'r safle hwn yng ngofal XYZ
This site is cared for by XYZ



Awdurdod Parc Cenedlaethol Arfordir Penfro
Pembrokeshire Coast National Park Authority
0845 345 7275

+ Cadw



Pembrokeshire Coast

18 NOV 2013

National Park Authority

230mm